



For immediate release
October 4, 2001

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State seeks applications for regional marketing program

JEFFERSON CITY, Mo. – The Missouri Department of Economic Development (DED) is accepting applications for a program that helps support the promotion of regional marketing efforts aimed at attracting and retaining businesses throughout Missouri, the department announced today.

Launched two years ago by DED's Business Expansion and Attraction group, the Regional Cooperative Marketing Program is designed to support regional efforts to acquire more high-quality leads on companies looking for new locations in Missouri. The program aims to enhance the marketing activities of local regional organizations, to call attention to regional advantages for the location of new business facilities and to learn about new and effective ways for regional marketing.

"We are very pleased with the results this program is achieving toward promoting Missouri's diverse regions," DED Director Joseph L. Driskill said. "Many businesses make location and expansion decisions based on the characteristics found within a particular region, such as the quality and skill sets of the workforce, the existing industrial base and a strong transportation network, so a regional marketing approach makes good sense."

Since its inception the program has achieved tremendous results: 960 new business location leads, resulting in more than 100 projects; 32 new or expanded locations; more than 1,000 new jobs; and more than \$126 million invested in new or expanded business facilities within Missouri.

This year the department has set aside \$187,000 for the program. At least 10 awards, limited to no more than \$18,700 each, will be awarded to regional organizations that qualify for the program. The state funds must be matched with local funds and resources in a cooperative effort to support regional marketing opportunities.

Regional organizations participating must represent areas only within Missouri and not bi-state or multi-state areas. Cities or counties in Missouri that are part of bi-state or multi-state areas may participate if they do so as members of another organization that serves a region exclusively in Missouri.

Program participants will be required to report the results of their activities quarterly and share the innovative and effective techniques they used for marketing their region as a learning tool for others.

The deadline for receiving applications is October 31, 2001. For more information about the regional marketing program or to obtain instructions and an application form, contact Phil Tate at (573) 751-5098 or visit www.ecodev.state.mo.us/bea on the Internet.